

Poster Distribution Guidelines
From: A Guide to Public Information
(Pages 27-30)

Phone lines, bulletins, and letters are probably the most commonly used PI tools. These and all other PI activities should always be carried out in accordance with our traditions and in cooperation with the area or regional service committee as suggested in the previous sections.

Phone lines are usually handled by a separate subcommittee. A large amount of work and planning is required to establish an efficient phone line in your area or region. For this reason, phone line guidelines have been printed in a separate handbook and may be ordered through the World Service Office.

Bulletins are used to inform the still-using addict, and the community at large, of what Narcotics Anonymous offers, how and where to obtain help or additional information, and when and where local meetings are held. Phone line numbers and/or meeting places (open meetings only) may be listed in bulletins.

The following guidelines have been compiled from experience of PI subcommittees throughout the fellowship. Read them carefully before you begin posting bulletins.

- Divide the area into smaller, geographical areas for which one PI committee member, on either a full time or part time basis, agrees to be the contact person. This commitment involves determining where to place bulletins, how many will be needed for that person's particular geographical area, and being responsible to see that they are posted.
- Work through your ASC and RSC to be sure the meetings being listed are aware that this activity is going on. They must be ready to handle a possible increase in new member attendance.
- Arrange for printing the bulletins and provide them, along with guidelines for each person who will be posting, to the contact person.
- Determine any follow-up procedures you may need, i.e., mailings of information packets to community members or professionals, possible increase in volunteers to work phone lines, and Twelfth Step lists.
- Post five to six bulletins at each location, if possible, so that interested people may take one, if desired. Larger numbers are suggested in some places--it is left to the discretion of the contact person to determine this depending on the size and location of the facility.
- Post bulletins at all public institutions where large numbers of people will see them. Generally, permission is not necessary; however, if in doubt, ask, especially if larger numbers of bulletins are to be left.

- Do NOT put bulletins on telephone poles, trees, fence posts, etc., nor leave them in public restrooms. Many communities have ordinances concerning this type of activity, so it is most important to use discretion in distribution as it can affect the reputation of the entire fellowship.

Places for Distribution

Public Institutions

1. Police stations
2. Health clinics
3. Welfare offices
4. Hospitals (both emergency rooms and employee bulletin boards)
5. Courthouses
6. Colleges
7. Junior high and high schools
8. Libraries
9. Post offices

Private Business

1. Stores (groceries, drug stores, etc.)
2. Civic auditoriums
3. Churches
4. Laundromats
5. Factories
6. Supermarkets

Do's and Don'ts for Phone lines, Bulletins, and Letters

Do

- Study these guidelines.
- Remember the Twelve Traditions.
- Ask permission when necessary.
- Remember that our public relations policy is based on attraction rather than promotion.
- Remember that, though you are not representative of NA, you are being seen as an NA member. Conduct yourself accordingly.

Don't

- Go alone to post bulletins—there is less possibility of tradition violations when two or more members are present.
- Act as spokesperson for NA as a whole.
- Antagonize those whose ideas of addiction differ from those of NA.
- Take contributions from outside sources.
- Refer to any agency or other fellowship.
- State an opinion or take a stand on any controversial or public issue.

Thank you for your help in spreading the message of NA

PI Subcommittee

Mile High Area Service Committee